Message Text

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INFO OCT-01 ISO-00 EB-08 /019 W

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R 090941Z AUG 77 FM AMEMBASSY TEHRAN TO USDOC WASHDC INFO SECSTATE WASHDC 3968

UNCLAS TEHRAN 7059

USDOC FOR CAGNE

E.O. 11652: N/A TAGS: BFXP, IR

SUBJECT: US MACHINE TOOL SOLO EXHIBITION.

- 1. EMBOFFS RECENTLY REVIEWED PLANS FOR SUBJECT EXHIBITION WITH REPRESENTATIVES OF AMERICAN MACHINE TOOL CONSORTIUM WHO CITED NEED FOR GENEROUS LEAD TIME FOR EFFECTIVE PROMOTION OF THIS MAJOR EVENT. IT WAS ESTIMATED THAT BUILDING AND CHECKING ACCURACY OF LIST OF APPROXIMATELY 1000 N WOULD TAKE APPROXIMATELY 6 WEEKS, A TASK WHICH SHOULD BE COMPLETED WITH ENVELOPES ADDRESSED AT LEAST 3 WEEKS PRIOR TO OPENING OF SHOW. IT WAS ALSO NOTED THAT VERY LITTLE HELP IN PROVIDING NAMES COULD BE EXPECTED FROM THE IRAN CHAMBER OF COMMERCE, INDUSTRY AND MINES.
- 2. MENTION ALSO WAS MADE OF THE 4-HOUR-PER-DAY POWER OUTAGES TEHRAN HAS BEEN EXPERIENCING. THE BLACK-OUTS, WHICH COVER ALL AREAS OF TEHRAN DAILY AND ARE ROTATED AS TO TIME OF DAY, HAVE CAUSED AN AVERAGE 30-PERCENT PRODUCTION LOSS IN MOST INDUSTRIES. THE IRANIAN FAIR AUTHORITIES REPORTEDLY HAVE ASSURAANCES OF EXEMPTION FOR THE TEHRAN INTERNATIONAL TRADE FAIR (SEPT 19-OCT 1) AND ARE TAKING STEPS FOR UNCLASSIFIED

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STANDBY EQUIPMENT FOR THAT EVENT. ALTHOUGH IT IS PROBABLE THAT THE POWER SITUATION WILL BE OUT OF THE WAY WELL BEFORE MACHINE TOOLS-USA, PRINTING BACKLOGS ARE AMONG THOSE WHICH HAVE ALREADY DEVELOPED AND COULD AFFECT PRINTING FOR THE LATTER EXHIBITION. ACCORDINGLY INFORMATION ON PLANS FOR PRINTING CATALOGS AND BROCHURES FOR MACHINE TOOLS-USA

SHOULD TAKE THIS FACTOR INTO CONSIDERATION.

3. IT IS URGED THAT CONSIDERATION BE GIVEN TO ADVANCING THE PRESENT, END-OF-AUGUST ARRIVAL OF HAROLD BROMEL, AND POSSIBLY OTHER MEMBERS OF THE COMMERCE TEAM, IN ORDER TO EXPEDITE ACTIONS ON HIRING A SECRETARY TO BEGIN THE LIST BUILDING, PRINTING, AND FREIGHT.
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Message Attributes

Automatic Decaptioning: X

Capture Date: 01-Jan-1994 12:00:00 am Channel Indicators: n/a **Current Classification: UNCLASSIFIED**

Concepts: n/a Control Number: n/a

Copy: SINGLE
Sent Date: 09-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am

Decaption Note: Disposition Action: n/a Disposition Approved on Date: Disposition Case Number: n/a Disposition Comment:

Disposition Date: 01-Jan-1960 12:00:00 am

Disposition Event: Disposition Event:
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEHRAN07059
Document Source: CORE

Document Unique ID: 00 Drafter: n/a

Enclosure: n/a Executive Order: N/A Errors: N/A

Expiration:

Film Number: D770286-0196

Format: TEL From: TEHRAN

Handling Restrictions: n/a

Image Path: ISecure: 1

Legacy Key: link1977/newtext/t19770879/aaaacpef.tel

Line Count: 71 Litigation Code IDs: Litigation Codes:

Litigation History: Locator: TEXT ON-LINE, ON MICROFILM Message ID: 3cc6bf5d-c288-dd11-92da-001cc4696bcc

Office: ACTION NEA

Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a

Page Count: 2
Previous Channel Indicators: n/a Previous Classification: n/a
Previous Handling Restrictions: n/a

Reference: n/a Retention: 0

Review Action: RELEASED, APPROVED Review Content Flags: Review Date: 26-Oct-2004 12:00:00 am

Review Event: Review Exemptions: n/a **Review Media Identifier:** Review Release Date: n/a Review Release Event: n/a **Review Transfer Date:** Review Withdrawn Fields: n/a

SAS ID: 1654393 Secure: OPEN Status: NATIVE

Subject: US MACHINE TOOL SOLO EXHIBITION.

TAGS: BEXP, IR To: COM Type: TE

vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/3cc6bf5d-c288-dd11-92da-001cc4696bcc

Review Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009